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DOUBLE GLEAM HYBRID NASTURTIUMS
(SEE PAGE 15)

RAINBOW MIXTURE SWEET PEAS
(SEE PAGE 18)



KILGORE'S

FLOWER PLANTING GUIDE

for THE SOUTH
SEASON 1937-1938

LIBRARY

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FLUFFY RUFFLES PETUNIAS
(SEE PAGE 16)

SUNBURST MIXTURE ZINNIAS
(SEE PAGE 19)

Important Directions to Customers

"Prompt Service" Is a Kilgore Motto Which Has Been in Practice for Over Twenty-five Years

By carefully observing the following directions, mistakes and misunderstandings will be very largely avoided.



How to Order

Please be careful to sign your name, box number, street or rural route, post office and State on every order. *Please write plainly.*

Cash With Order

Ours is a cash business and our prices are made on that basis. Customers are requested to remit when ordering and by so doing save the C.O.D. fee charged by postal authorities for collecting and returning money.

C. O. D.

Perishable items such as rose bushes, nursery stock, etc., are not sent C.O.D. under any circumstances.

How to Send Money

Remittances should be made by post-office money orders, express money orders, drafts or checks.

Remittance by Stamps

On orders for seeds where the amount is 50 cents or less, we will accept stamps in good condition the same as cash, but we would ask those remitting stamps to wrap them in oiled paper to prevent their sticking together or to the order.

Export Shipments to Cuba, the West Indies, and Foreign Countries

For the convenience of our customers in the West Indies we have established the following agencies: M. J. Diaz y Cia, Muralla 75, Havana, Cuba; Mr. A. C. Kopf, Nueva Gerona, Isle of Pines; Mr. F. C. Albury, Nassau, Bahamas; Mr. J. P. Klein, 321 Ochoa Bldg., San Juan, Puerto Rico; Mr. Benigno Perez Martinez, P. O. Box 216, Luperon No. 9, Ciudad Trujillo, Dominican Republic; Mr. Leslie R. Mordecai, 158 Harbour St., Kingston, Jamaica. These agents carry a full line of Kilgore's seeds during the season.

Non-Warranty

We give no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants we sell, and we will not be responsible for the crop.

No reputable seedsman gives any warranty. We test our seeds for germination and trueness to type before we send them to our customers. We have the fullest confidence in the quality of all the seeds we sell, but we have no control over them after they leave our hands. Satisfactory germination and production are dependent upon many factors other than the quality of the seed, such as methods of planting, cultivation, and fertilizing. If we should warrant or guarantee seeds in any way, we could be held responsible for the failure of the crop, regardless of cause; a responsibility we cannot accept.

No Seeds Returned

For your protection we will not permit seeds to be returned, unless mistake was made in filling order. No customer would want to plant seeds that had been returned, nor would we feel safe in filling an order with returned seed. This is one reason we have never followed the policy of putting out our seeds with dealers. Our seeds are never out of our hands until they are sold to you direct through our mail-order department or through one of our own stores or agencies.

PLANT CITY, FLORIDA

Exp. Office.....Date.....193.....

AMOUNT ENCLOSED	
Check.....	
Money Order.....	
Cash.....	
Stamps.....	
Total.....	

We have the fullest confidence in the quality of all the seeds we sell, but we have no control over them after they leave our hands. Satisfactory germination and production are dependent upon many factors other than the quality of the seed. This is why responsible seedsmen cannot give a warranty.

[illegible]

We would like to send our Flower Planting Guide to several of your friends and neighbors. There is a space on the reverse side of this sheet provided for this purpose.

Tear Off Along Edge Of Book

ORDER SHEET

Page 2

The Kilgore Seed Co.

[illegible]

Does this order include everything you need in flower seeds, fertilizers, sprays, dusts, sprayers and dusters and garden tools? Extra order blanks and envelopes sent upon application.

PLEASE WRITE BELOW

The names of several of your neighbors or friends who you believe might be interested in receiving a copy of our Flower Planting Guide.

[illegible]

Tear Off Along Edge Of Book

Starting A Florida Flower Garden

Florida flower growers frequently experience difficulty in getting a good stand of robust seedlings, and as these are the basis of a beautiful southern garden, every effort should be made to secure good planting stock.

There are two general methods of sowing flower seeds, the first method is to sow the seeds in the open in shaded shallow furrows in the garden, where the plants are to bloom. Burlap, palm leaves or Spanish moss may be used for shading, and will also protect seeds from being washed out, covered too deep or packed by heavy rains. The other and preferred method of starting most flower seedlings in Florida is to sow the seeds in flats or shallow boxes where the environment may be more easily and better controlled, than when sown in the open. The flats must have adequate drainage provided by holes in the bottom to allow the free passage of water. To prevent the soil from falling through the holes place a bit of broken flower pot or glass bottle or large stones over each hole. Using a screened mixture of rotted manure and fertile sandy loam soil, fill the flat to within a half inch of the top. Firm the soil with a block of wood, and soak with a fine spray. After the water has drained away, sprinkle small seeds thinly over the moist surface, or plant large seeds in rows. Large seeds may be covered by sand, fine seeds planted broadcast, such as Snapdragon and the Petunia should be pressed into the soil with a block. Cover the seeds with newspaper, or better, with burlap, and apply small quantities of water to the flat daily until germination starts, never allowing the seeds to dry out. The cover must be removed immediately after the seeds sprout so that the tiny plants will not be spindly or leggy. After germination, apply a damp-off disease control, such as Semesan, following directions on the package. The damp-off control should be used at the first sign of the disease, which causes young seedlings to rot off at the base of the stem. Give as much light as possible and water daily with a fine spray.

Ants must be prevented from carrying away the seeds. Blocks of wood which stand in oil will make excellent ant-proof legs for the flats. Magikil Jelly Ant Bait is a most effective control for ants, and is harmless to plants.

Thin the seedlings as they begin to crowd, and transplant to other flats or beds when the plants have four leaves. The flower plants should be set in their permanent locations in the garden on a cloudy afternoon if possible, and should be shaded during the next few days until they become established. Frequent heavy watering and weekly applications of a good fertilizer will contribute in a large measure to the success of a flower garden. Frequent shallow cultivation to keep down weeds, and to loosen the surface soil is a very beneficial operation.

When an annual plant forms seeds, it has completed its life cycle and begins a rapid decline. To assure a maximum number of blossoms, all annual flower plants must have the faded blossoms or seed vessels removed each day, thus keeping up the production of flowers and postponing the decline of the plant as long as possible.

When flowers are cut, they should be stored in deep, cool water for several hours before arranging. Never leave cut flowers in sunlight or in a draft.

Twelve Kilgore Seed Stores Serving Florida

In addition to our large mail order department at Plant City, Florida, we maintain twelve Florida stores for your convenience, located at the following points:

BELLE GLADE

GAINESVILLE

HOMESTEAD

MIAMI, 140 N.W. 5th St.

PAHOKEE

PALMETTO

PLANT CITY

POMPANO

SANFORD

VERO BEACH

WAUCHULA

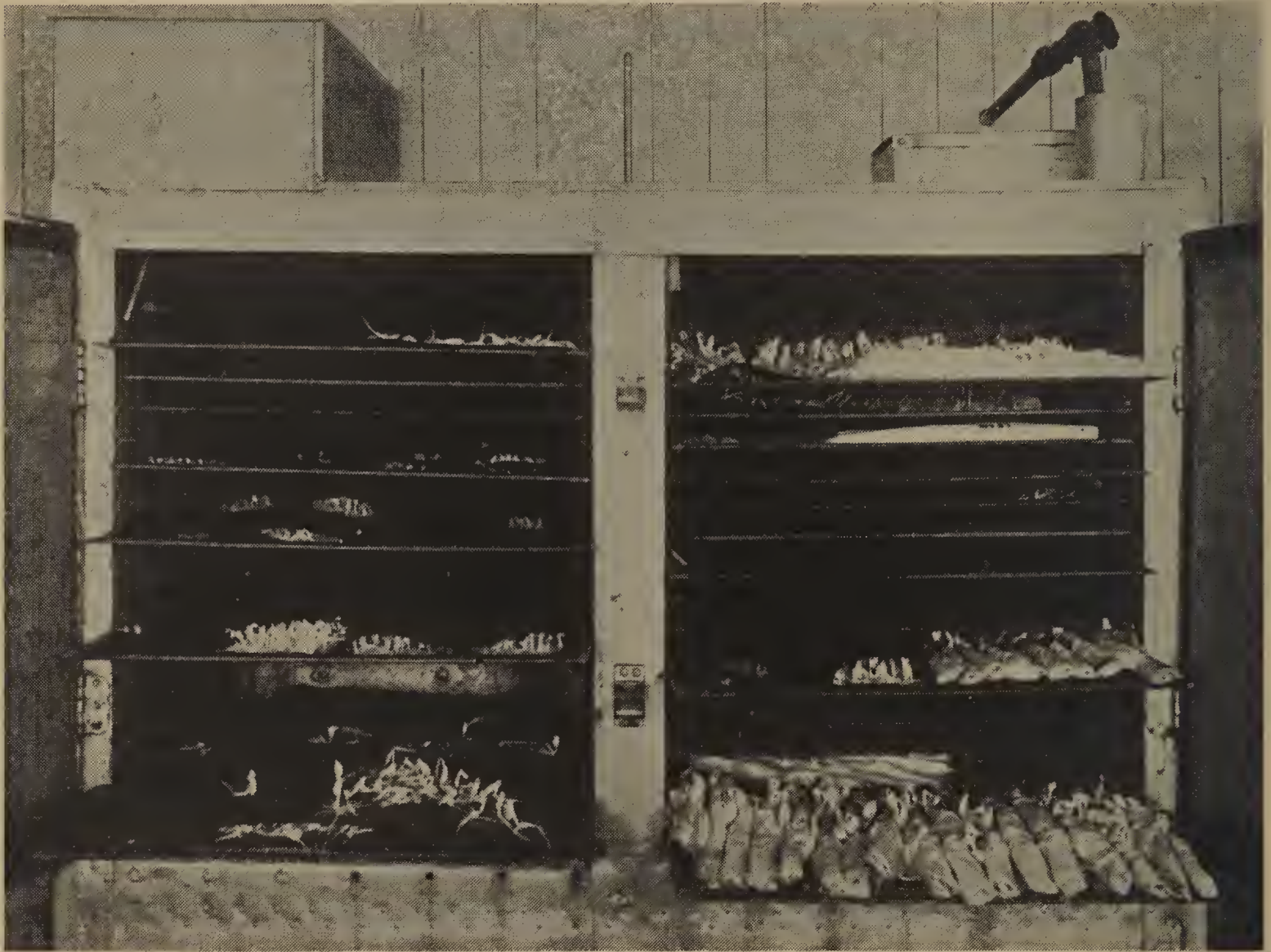
WEST PALM BEACH,

910 Belvedere Road

Each of these stores carries a full supply of all flower seeds listed and described in this Flower Guide, and also a complete supply of lawn grass and vegetable seeds, fertilizers, sprayers and dusters, as well as garden tools and supplies. Everything for the Florida flower garden.

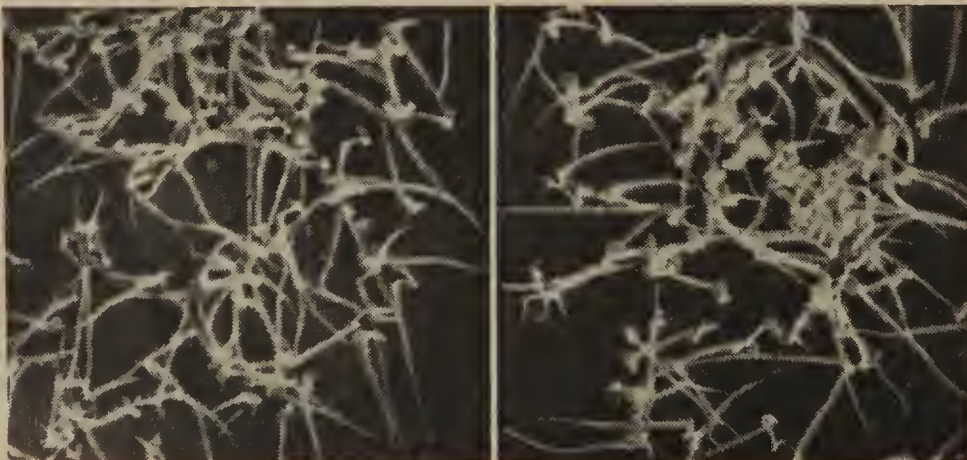
High Vitality Seed Must Be Planted To Secure A Good Stand

We have one of the most elaborate and up-to-date seed testing laboratories where samples of all our seed stocks are tested at regular intervals to insure our customers against planting low vitality seeds.



A close up view of one of our seed testers. In these testing machines germination tests are made in the laboratory under ideal conditions. We make corresponding tests in the soil so that we know at all times the correct germination of all seed stocks we have on hand. Seed stocks that are found to be falling in germination, and will soon be too low to give a good stand, are immediately removed from our warehouse and distributing plants and are destroyed.

In our seed testing laboratory, a sample of every stock of flower seed we sell is tested at frequent intervals in a germinating apparatus, and the number of seeds which germinate out of 100 seeds tested is recorded. A similar sample of each stock is also planted in our proving grounds, giving us a double check on the vitality of all Kilgore seeds and enabling us to check on uniformity, trueness to type, freedom from mixture, and adaptability. Any Kilgore seed stocks which are not up to standard are discarded. In this way, Florida and Southern growers are provided with the proper kinds of flower seeds for Southern conditions because the seeds are tested and proven under these conditions.



Different kinds of flower seeds taken from our seed testers, showing sprouts indicating strong vitality. Such seeds will give a good stand when planted in the garden.

FLOWERS FOR SPECIAL USES

These are good for cuttings or bouquets

Ageratum	Cosmos	Pyrethrum
Arctotis Daisy	Daisy—Shasta	Scabiosa
Aster	Dianthus	Snapdragon
Blue Lace Flower	Gaillardia	Statice
Baby's Breath	Larkspur	Strawflower
Bachelor's Button	Lupin	Sunflower
Calendula	Marigold	Sweet Pea
Calliopsis	Nasturtium	Tithonia
Carnation		Zinnia

These are good for edgings or borders

Ageratum	Globe Amaranth	Phlox
Alyssum	Marigold—Harmony	Portulaca
Daisy—Dahlborg	Pansy	Zinnia—Mexicana
	Petunia—Dwarf Type	

These flowers are good for window boxes

Ageratum (dwarf)	Carnation	Petunia
Alyssum	Daisy—Dahlborg	Portulaca
Balsam	Nasturtium	Verbena
	Pansy	

These succeed in partial shade

Ageratum	Nasturtium	Phlox
Alyssum	Pansy	Snapdragon
Balsam		Vinca

These make good backgrounds

Arctotis	Larkspur	Sunflower
Bachelor's Button	Lupin	Tall Marigold
Cosmos		Tithonia

These make good heavy vines for shade and blossoms or fruits for ornament

Bean—Scarlet Runner	Gourd—Ornamental
Cypress Vine	Morning Glory (Improved Ipomea)

These volunteer readily after once planted

Ageratum	Cosmos, Orange Flare	Phlox
Arctotis	Dianthus	Portulaca
Alyssum	Larkspur	Tithonia
California Poppy	Periwinkle	Vinca
Calliopsis	Petunia	Zinnia

Kilgore's Flower Planting Calendar for Florida

What to Plant

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When and How

<i>Kind of Flower</i>	<i>Tender or Hardy</i>	<i>When to Plant</i>	<i>Approximate Time Sowing to Bloom</i>	<i>Remarks</i>
AGERATUM OR FLOSS FLOWER	T	September thru March	2½ Months	Grows in relatively poor soil. Excellent for bedding, edgings and for cutting. Sow in flats. (See page 8).
ARCTOTIS OR BLUE-EYED AFRICAN DAISY	H	September thru January	3 to 4 Months	Must have sunny location. Dampness produces mildew. Fine for cutting as well as for garden display. Volunteers readily. Sow in open. (See page 8).
ALYSSUM	H	September thru January	1½ Months	A most desirable winter edging plant. Bloom does not last long but cutting back brings new bloom. Sow in flats or open. (See page 8).
ASTER	H	September thru March	3 to 4 Months	Non-wilt varieties are best. Kilgore's Imperial Aster mixture is composed of wilt-resistant varieties. Crego Asters are also wilt-resistant. Sow in flats. (See page 9).
BALSAM DOUBLE CAMELLIA-FLOWERED	T	September thru March	1½ Months	Grows in very poor soil. Bloom lasts eight weeks. Reproduces from self-sown seed. Sow in flats. (See page 9).
BLUE LACE FLOWER OR DIDISCUS	H	September thru January	2 to 3 Months	Blooms freely and of long duration. Fine for borders and bedding and especially good for cut flowers. Sow in flats. (See page 9).
BACHELOR'S BUTTON OR CENTAUREA and GLOBE AMARANTH	H	September thru January	3 Months	Easily grown, flowers of many colors. Blooms freely. Must have plenty of sun. Fine for borders. Sow in open. (See page 9).
BABY'S BREATH OR GYPSOPHILA	H	September thru January	2 to 2½ Months	Does best in rich soil and semi-shade. Used extensively to mix with other cut flowers in bouquets. Sow in open. (See page 10).
BEAN—SCARLET RUNNER	T	February thru May	1½ Months	Useful principally as an ornamental climber to furnish shade and clusters of attractive bright scarlet flowers. Sow in open. (See page 10).
CANDYTUFT	H	September thru February	2 to 3 Months	Does best in cool weather. Fine for flower beds, edging walks and borders and cutting. Sow in open. (See page 10).
CARNATION	H	September thru December	3 to 4 Months	Can be grown from cuttings. Does best when given full exposure to morning sun, but protected from hot afternoon sun. Flowers are very fragrant. Sow in flats. (See page 10).

Kilgore's Flower Planting Calendar for Florida

What to Plant

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When and How

Kind of Flower	Tender or Hardy	When to Plant	Approximate Time Sowing to Bloom	Remarks
CALLIOPSIS	H	September thru February	4 Months	Requires very little care. Much like single Cosmos, plant being bushy and wiry. Sunny location best. Sow in open. (See page 10).
CALENDULA	H	September thru January	3 to 3½ Months	One of the finest winter flowers. It is very hardy. Bloom lasts two months by cutting back. Makes a showy garden display. Sow in open. (See page 10).
COSMOS	T	March thru May	2½ to 3 Months	Very easy to raise. Usually re-seeds. Makes handsome background for lower growing flowers. Sow in open. (See page 11).
CYNOGLOSSOM OR CHINESE FORGET-ME-NOT	H	September thru March	2 to 3 Months	Fine for bedding or when used with other flowers for cutting. Sow in open. (See page 11).
CYPRESS VINE	T	March thru May	2 Months	Very graceful vine with profusion of star-shaped flowers. Sow in open. (See page 11).
DAISY—SHASTA and PAINTED	H	September thru January	4 Months	Very hardy. Needs plenty of water. Splendid for bedding, and a marvelous cut flower. Sow in open. (See pages 11 and 12).
DAISY—DAHLBORG	H	September thru January	3 Months	One of the finest plants for winter edgings and for bordering flower beds. Sow in open. (See page 11).
DIANTHUS OR CHINESE PINKS	H	September thru January	2½ to 3 Months	Can be planted from cuttings. Useful for borders and cut flowers. Sow in open. (See page 12).
GAILLARDIA OR BLANKET FLOWER	H	Any Time	2 to 3 Months	Very easily grown and reproduces from self-sown seed. Must have plenty of full sunlight. Desirable for cutting. Sow in open. (See page 12).
GOURD—ORNAMENTAL	T	February thru May	8 to 9 Months to Fruit	Useful for shading, also for ornamental fruits which have many uses. Sow in open. (See page 12).
HELICHRYSUM OR STRAWFLOWER	T	September thru March	2 to 2½ Months	Everlasting flower. Useful for decorative purposes in the house where they will keep indefinitely if properly dried. Sow in open. (See page 12).
HELIANTHUS OR ORNAMENTAL SUNFLOWER	T	February thru August	1½ to 2 Months	Grows fast in nearly all kinds of soil, but is especially suited to muck land or low land with plenty of water. Sow in open. (See page 13).
LARKSPUR	H	November thru January	2½ to 3 Months	Volunteers readily. Colors in semi-shade are richer and deeper than in full sunlight. Sow in open after cool weather has started. (See page 13).

Kilgore's Flower Planting Calendar for Florida

What to Plant

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When and How

<i>Kind of Flower</i>	<i>Tender or Hardy</i>	<i>When to Plant</i>	<i>Approximate Time Sowing to Bloom</i>	<i>Remarks</i>
LUPIN	H	September thru December	2 to 2½ Months	Not a heavy feeder. Will grow in comparatively poor soil. Requires abundance of water during the blooming season. Sow in open. (See page 13).
MORNING GLORY OR IMPROVED IPOMEA	T	March thru June	2 Months	A beautiful rapid climber with glorious large sky-blue flowers, 4 inches across. Sow in open. (See page 13).
MARIGOLD	T	February thru May and again in September	1½ to 2 Months	Bloom lasts 2½ months. Fine for borders or cut flowers. Guinea Gold and Yellow Supreme best for cutting. Will grow in practically any soil. Sow in open. (See page 14).
NASTURTIUM	T	September thru March	2 to 3 Months	The new double dwarfs are most popular. They produce an immense number of sweetly scented flowers with long stems, ideal for cutting. Do very well in moist places and do not require a rich soil. Sow in open. (See page 15).
POPPY—CALIFORNIA	H	September thru January	2½ to 3 Months	Succeeds with care. Likes a fairly dry soil. Sow seed early, where plants are to bloom because they will not stand transplanting easily. Volunteers from self-sown seeds. Sow in open. (See page 15).
PANSY	H	September thru December	2½ to 3 Months	Does best in full sun and must have plenty of water. Good drainage is essential. Makes charming cut flowers. Sow in flats after cool weather has started. (See page 15).
PHLOX DRUMMONDI	H	September thru February	2½ to 3 Months	Grows in relatively poor soil. Likes plenty of water and sunshine. Bloom lasts three to four months. Will reproduce from self-sown seed. Excellent for planting in barren unsightly places. Sow in open. (See page 15).
PETUNIA	H	September thru June	2½ to 3 Months	Florida's outstanding flower. Grows in any moderately rich, well drained, moist soil, and not affected by heat or cold. Useful for bedding, borders and for roadside beautification. Sow in flats. (See page 16).

Kilgore's Flower Planting Calendar for Florida

What to Plant

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When and How

Kind of Flower	Tender or Hardy	When to Plant	Approximate Time Sowing to Bloom	Remarks
PORTULACA OR SUN PLANT	T	February thru August	1½ Months	Thrives in sunny locations. Excellent for massing, edging, rock-work, and sowing broadcast in open ground. A creeping, succulent plant with brilliant flowers which open only in full sunlight early in the morning. Sow in flats every 8 to 10 weeks. (See page 17).
SALVIA OR SCARLET SAGE	H	September thru June	3 to 4 Months	Very showy flowers. Desirable for low hedges, bedding, and cutting. In good soil, bloom will last four months. May be grown from cuttings. Sow in flats. (See page 17).
SCABIOSA OR MOURNING BRIDE	H	September thru December	5 Months	Very showy flowers. Long stems. Unsurpassed as cut flowers; if cut before entirely open they will last a week or longer. Sow in open. (See page 17).
SNAPDRAGON OR ANTIRRHINUM	H	September thru December	3 to 4 Months	Requires only medium soil. Grows 18 inches to 3 feet, depending on variety. Will last over a year if cut back. Seeds small and slow to germinate. Start in seed bed and transplant to garden. Sow in flats, protect from ants. (See page 17).
SWEET PEA	H	September thru December	2½ to 3 Months	Heavy feeders and must have rich soil. Desirable to plant in trench enriched to 18 inches to 2 feet deep. Rows should run north and south. Keep flowers cut every day; do not let seed develop. Sow in open. (See page 18).
STATICE OR SEA LAVENDER	H	September thru January	3 Months	Very easily grown. Stands some salt spray. Valued for drying and makes an excellent everlasting flower for winter bouquets. Sow in open. (See page 18).
TITHONIA OR FLORIDA SUNFLOWER	T	February thru June	3 Months	Must have plenty of sun. Easy to grow. Fine for cutting, handsome planted in shrubbery bays. Sow in open. (See page 18).
VERBENA	H	Any Time	3 Months	Bloom lasts three months. Trailing graceful plants. Good for edgings or window boxes. Sow in open. (See page 18).
VINCA OR PERIWINKLE	T	Any Time	3 Months	Will grow in poor soils. Fine for borders, bedding and massing. Re-seeds itself. Sow in open. (See page 18).
ZINNIA	T	February thru August	1½ Months	Best summer flower for the south. Pompon best for bedding. Giants ideal for cutting. Requires rich soil and plenty of water in blooming time. Sow in flats or open. (See page 19).

Flower Seeds for Florida and the Lower South

ALL FLOWER SEED PRICES QUOTED ARE POSTPAID.

IN the following pages we list and describe 42 kinds of annual flowers which we recommend for Florida and the South as a result of many years of experimental work and testing in our Florida proving grounds. We have found these 42 kinds to be the best adapted to Florida and Southern climatic conditions. For your convenience, you will find the flowers listed alphabetically in the same order in which they

are listed in the "Planting Calendar" on pages 4 through 7.

If interested in any straight colors, not listed, of any of the following kinds of flowers, or if interested in lilies and bulbs, which are not listed, write direct to our West Palm Beach store, 610 Belvedere Road, stating your desires and ask us to quote you prices.

Kilgore's
"Flower Planting Guide
For the South"
Will Help You



Ageratum OR FLOSS FLOWER

Plant from September thru March
Approx. time seed sowing to bloom—2½ mos.

Popularly known as the Floss flower, it is a favorite for edgings and bedding. Grows rapidly and is a free and constant bloomer. Very desirable for cutting.

KILGORE'S TALL PURPLE PERFECTION. Compact plant growing to a height of about 18 to 24 inches, covered with dark amethyst colored flowers. Desirable for cutting.

Pkt. 10c; 3 pkts. 25c; ½ oz. 35c;
oz. 60c; ¼ lb. \$2.00.

KILGORE'S DWARF BLUE CAP IMPROVED. This strain is very dwarf, growing to a height of about six inches. Compact habit, small foliage, and symmetrical dome-like form. The color is a deep, rich, bright blue-lavender.

Pkt. 10c; 3 pkts. 25c; ⅛ oz. 50c;
¼ oz. 75c; ½ oz. \$1.35; oz. \$2.50.

African Daisy

Arctotis grandis

Plant from September thru January
Approx. time seed sowing to bloom—3-4 mos.

A charming flower for cutting as well as garden display. Plants grow 2 to 3 feet tall and produce many branches with long-stemmed, pure white, daisy-shaped flowers having a blue center and pale lilac-blue shading on the reverse of the petals. The African Daisy has caused much comment in our proving grounds. It is very effective made up in bouquets with Lupins and Baby's Breath. Reseeds readily.

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.

Alyssum

Plant from September thru January

Approx. time seed sowing to bloom—1½ mos.

One of the most desirable border or edging plants, growing 6 to 8 inches high and literally covered with tiny flowers which form a compact, showy carpet lasting for months during the winter season if cut back occasionally.

KILGORE'S WHITE GEM. Small white flowers completely cover the dwarf, compact plants, which grow to a height of about six to eight inches. Wonderful for edgings.

KILGORE'S LILAC QUEEN IMPROVED. Free blooming, beautiful deep purple flowers, completely cover the dwarf plants which grow about six inches high. Valuable alone or combined with Kilgore's White Gem for edgings.

Prices on each of the above:

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.



Kilgore's White Gem Alyssum

Aster

Plant from September thru January

Approx. time seed sowing to bloom—3-4 mos.



Kilgore's Imperial Mixture Asters

Popular flowers which in the best varieties resemble chrysanthemums. Our selection comprises only the finest types of Fusarium wilt resistant varieties suited to Southern conditions. Plants grow 2 to 3 feet tall.

KILGORE'S IMPERIAL ASTER MIXTURE. (wilt resistant). A blending of many of the very best colors of Early Beauty Asters. Where a mixture is desired this will give extremely satisfactory results.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.

CREGO ASTER. (wilt resistant). This class, also called "Ostrich Plume" and "Giant Comet," blooms a few days after the Imperial varieties. The double flowers are of fine size, have long, shaggy, twisted petals and are borne abundantly on branching plants of robust growth.

Assorted Colors.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c;
½ oz. 60c; oz. \$1.00; ¼ lb. \$3.00.

Balsam, Double Camellia-flowered

Plant from September thru March

Approx. time seed sowing to bloom—1½ mos.

A well-known old garden favorite with large, double, gorgeously colored flowers borne in the axils of the leaves, making a most attractive garden display. They are very easy to grow and transplant without difficulty. Set them 18 inches apart, in a shady spot.

KILGORE'S DOUBLE SELECTED MIXTURE. Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.

Blue Lace Flower

Didiscus

Plant from September thru January

Approx. time seed sowing to bloom—2-3 mos.

A delightful blue annual, growing quickly from seed, producing long-stemmed, clustered heads like a magnificent pure blue Queen Anne's Lace. Very fine for bedding and especially charming when cut. This is comparatively new in gardens and has achieved wide popularity throughout the entire United States. Like the Baby's Breath, it is also grown in large quantities by florists who find it profitable as a market flower. There are no special cultural requirements.

KILGORE'S HEAVENLY BLUE. Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c; ½ oz. 60c;
oz. \$1.00; ¼ lb. \$3.00.

Bachelor's Button

Centaurea

Plant from September thru January

Approx. time seed sowing to bloom—3 mos.

The Bachelor's Button, or Cornflower, is very easily grown. The blue variety is the one most prized and is one of the clearest and finest blues found in the flower kingdom. Our Bachelor's Buttons comprise only the double varieties which are much superior to the single types.

KILGORE'S SKY BLUE. The most beautiful and deepest blue in the flower kingdom.

KILGORE'S DAINTY MIXTURE. Composed of white, delicate pink, lavender and blue flowers.

Pkt. 10c; 3 pkts. 25c; ½ oz. 35c;
oz. 60c; ¼ lb. \$2.00.

FLORIDA BACHELOR'S BUTTON OR GLOBE AMARANTH. (*Gomphrena*).

A very showy, everlasting flower with clover-like heads. Grows to a height of about eighteen inches. Very valuable for edgings.

Pkt. 10c; 3 pkts. 25c; oz. 35c;
¼ lb. \$1.25.

Baby's Breath

Gypsophila grandiflora

Plant from September thru January

Approx. time seed sowing to bloom—2-2½ mos.

Baby's Breath is one of the necessities in every garden where flowers are raised for cutting. It grows rapidly and produces sprays of dainty flowers in white and pink, and is used extensively for mixing with other cut-flowers of heavier and denser appearance. Florists grow it in large quantities for that purpose.

KILGORE'S PURE WHITE.
KILGORE'S DEEP PINK.

Each of the above: Pkt. 10c; 3 pkts. 25c;
½oz. 30c; oz. 50c; ¼lb. \$1.50.

Bean - Scarlet Runner

Plant from February thru May

Approx. time seed sowing to bloom—1½ mos.

Plants grow quickly to a height of 8 to 10 feet, making strong, bushy plants for shade. The plants bear large, showy sprays of attractive bright scarlet flowers. Although grown principally as an ornamental climber, it is also valuable for the beans to eat like string beans when young, or lima beans when older.

Pkt. 10c; ¼lb. 25c; lb. 75c.

Candytuft

Plant from September thru January

Approx. time seed sowing to bloom—2-3 mos.

Charming clustered heads of daintily colored flowers. Nice for cutting but particularly desirable for edging walks and flower-beds. Grows to 12 inches high and blooms during autumn, winter, and spring, preferring the cooler weather. It can be transplanted, but is better if sown where it is to bloom and thinned out to 12 inches apart.

KILGORE'S BORDER GROUP. A mixture of various colors and varieties.

Pkt. 10c; 3 pkts. 25c; ½oz. 30c;
oz. 50c; ¼lb. \$1.50.

Carnation

Plant from September thru December

Approx. time seed sowing to bloom—3-4 mos.

We offer the New Improved Giant Chaubaud strain, very superior to any other outdoor type. Each plant produces from 10 to 20 stalks of huge, intensely fragrant flowers. Allow plenty of space, at least 10 to 12 inches for each plant.

KILGORE'S CHARM MIXTURE. Pkt. 10c; 3 pkts. 25c; ¼oz. 60c; ½oz. \$1.00;
oz. \$1.75.

Calliopsis

Plant from September thru February

Approx. time seed sowing to bloom—4 mos.

Bushy, wiry plants with large, loose clusters of yellow and dark crimson flowers, usually with a distinct eye in the center. Requires very little care and yields such a profusion of blooms that they may be cut generously without destroying the beauty of the bed. Plant them in groups, borders, or beds.

KILGORE'S CHOICE MIXTURE. Choice varieties of the various shades.

Pkt. 10c; 3 pkts. 25c; ½oz. 30c;
oz. 50c; ¼lb. \$1.50.

Calendula

Plant from September thru January

Approx. time seed sowing to bloom 3-3½ mos.

The Calendula is one of the finest winter flowers in Florida. It grows quickly from seed, transplants easily, and is not affected by the coldest weather in Florida. Space the plants 18 inches apart and take off all buds from each stem except the center if largest flowers are desired for cutting. If a showy display is wanted in the garden, allow all the buds to develop.

KILGORE'S GOLDEN ORANGE.

Dark Orange.

KILGORE'S SULPHUR QUEEN.

Rich lemon-yellow.

KILGORE'S EXCELLENT MIXTURE.

Made up in shades of orange, yellow, and lemon.

Prices on each of the above:

Pkt. 10c; 3 pkts. 25c; ½oz. 30c;
oz. 50c; ¼lb. \$1.50.



Kilgore's Golden Orange Calendula

Cosmos

Plant from March thru May

Approx. time seed sowing to bloom—2½-3 mos.

Plants grow 3 to 5 feet tall, covered with finely divided, bright green, fern-like foliage which makes a handsome background for lower growing plants. The blooms are large and double, or single with a crested center, entirely different from the ordinary single varieties. The seed germinates easily and quickly. Plant seed ¼ inch deep.

KILGORE'S ORANGE FLARE COSMOS.

(Improved Florida Cosmos). A new introduction. It is the richest deep orange imaginable and is borne freely on rather bushy, sparse-foliaged plants 2 or 3 feet high. One of its outstanding characteristics is its early blooming habit. Desirable for borders or bedding, and with its long, wiry stems, it makes an excellent plant to grow for cut flowers.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25.

KILGORE'S MINGLE BLEND.

Choice double varieties.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 60c;
½ oz. \$1.00; oz. \$1.75.

Cynoglossum

Chinese Forget-me-not

Plant from September thru March

Approx. time seed sowing to bloom—2-3 mos.

A bushy plant, 18 to 20 inches high, covered over a long period with sprays of exquisitely lovely sky-blue flowers.

KILGORE'S SKY BLUE.

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c; oz. 50c;
¼ lb. \$1.50.

Cypress Vine

Plant from March thru May

Approx. time seed sowing to bloom—2 mos.

This is the most graceful of all small vines. It is unexcelled for a neat trellis or for ornamenting trunks of trees. Its finely cut foliage is very ornamental and bears a profusion of star-shaped flowers.

KILGORE'S CYPRESS VINE MIXTURE.

(red and white colors).

Pkt. 10c; 3 pkts. 25c; oz. 35c;
¼ lb. \$1.25; lb. \$3.50.

Daisy---African

Arctotis Grandis

Plant from September thru January

Approx. time seed sowing to bloom—3-4 mos.

(See page 8.)



A Bed of Shasta Daisies

Daisy---Shasta

Plant from September thru March

Approx. time seed sowing to bloom—4 mos.

These are marvelous cutting flowers, fine for borders, bedding, pots and window-boxes. They are easy to transplant. Set them 12 to 15 inches apart. Plants are 2 to 3 feet tall.

KILGORE'S NEW SINGLE AND SEMI-DOUBLE GIANTS.

A new introduction. Flowers are pure glistening white, with bright yellow center, growing about 50% doubles. Singles are exceedingly large in size, much larger than ordinary strains, averaging three to four inches in diameter. The largest and most beautiful of all Shasta Daisies.

Pkt. 10c; 3 pkts. 25c; ⅛ oz. \$3.00;
¼ oz. \$5.00.

Daisy---Dahlborg

Thymophylla tenuiloba

Plant from September thru January

Approx. time seed sowing to bloom—3 mos.

After trials in Miami, St. Petersburg and Gainesville, Fla., this tiny yellow daisy has proven to be one of the finest winter edgings.

The seeds are sown in September, and after about 15 days the tiny plants emerge from the soil. Growth after germination is rapid and the plants start to bloom when they are but 3 or 4 inches tall. If the seedlings are set 12 inches apart, 12 inches from the garden path, a solid ribbon of golden yellow will result.

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.

Daisy---Painted OR PYRETHRUM

Plant from September thru March

Approx. time seed sowing to bloom—4 mos.

Large Daisy-like flowers, ranging in color from white and pink to deep rose and crimson, with lacy, fern-like foliage, and 12 to 24 inch spread, two feet in height. Long lasting cut flowers, blooms in spring and in fall.

KILGORE'S SINGLE AND DOUBLE MIXED.

Pkt. 10c; 3 pkts. 25c; 1/8 oz. 50c;
1/4 oz. 75c; 1/2 oz. \$1.35; oz. \$2.50.

Dianthus -- Chinese Pinks

Plant from September thru January

Approx. time seed sowing to bloom—3 mos.

The Dianthus, or China Pinks, are extremely popular because of their varied and lovely rich coloring. They are hardy and have few equals in profusion of beautiful bloom. The plants grow 12 to 18 inches tall and are fine for massing, bordering, and cut-flowers. Plants should stand 4 to 6 inches apart.

KILGORE'S MEDAL MIXTURE.

Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c; oz. 50c;
1/4 lb. \$1.50.

Gaillardia -- Blanket Flower

Plant any month in the year

Approx. time seed sowing to bloom—2-3 mos.

These are brilliant flowers of gorgeous yellow, orange, and dark crimson hues, very desirable for cutting. Give them sandy soil, moist but thoroughly well drained. They require a sunny location as they are sun-loving flowers.

GAILLARDIA LORENZIANA. Produces long-stemmed, double flowers quickly from seed, with attractive tubular petals.

Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c;
oz. 50c; 1/4 lb. \$1.50.

Gourd -- Ornamental

Plant from February thru May

Approx. time seed sowing to fruit—8-9 mos.

During recent years, gourds have become esteemed for many uses in addition to the vines furnishing a good shade. The small fancy gourds are excellent toys for children, while the larger gourds may be used in table arrangements as dippers, sugar troughs, spoons, bowls, also as birdhouses and nests. The odd shaped and highly colored fruits are very ornamental. Vines should be supported on a trellis or fence.

KILGORE'S GOURD MIXTURE.

(all shapes, colors and sizes).

Pkt. 10c; 3 pkts. 25c; oz. 35c;
1/4 lb. \$1.25.



Helichrysum or Strawflower

Helichrysum -- Strawflower

Plant from September thru March

Approx. time seed sowing to bloom—2-2 1/2 mos.

Large, showy flowers of straw-like texture which retain their brilliant colors when dry, making them useful for decorative purposes in winter when they will keep indefinitely. The seed should be sown where plants are to bloom and thinned out 1 foot apart. When drying for preservation, cut with long stems and hang them in the shade, with their heads down, so that the stems will dry straight. Plant seed 1/4 inch deep.

KILGORE'S MANY COLORS. A mixture containing fiery red, canary, silver, rose, salmon, and blue.

Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c;
oz. 50c; 1/4 lb. \$1.50.

The Kilgore Seed Company is generally considered *Florida Garden Club Headquarters*, because this company with twelve Florida stores has specialized for over 25 years in helping to develop and secure flower seeds of kinds and varieties especially suited to Florida soil and climatic conditions. "Everything for the Florida flower garden" is a Kilgore motto.

Helianthus -- Ornamental Sunflower

Plant from February thru August

Approx. time seed sowing to bloom—1½-2 mos.

Grows fairly tall and is very showy. The immense, brilliant flowers resemble chrysanthemums. It is easily grown and is especially suited to muck land or low soil with plenty of moisture. A fine background for lower plantings, as a fence-border, or grown in clumps. Sow seed thinly, cover ¼ inch deep, and thin out to 2 feet apart.

SUNSHINE MIXTURE.

Pkt. 10c; 3 pkts. 25c; oz. 35c;
¼ lb. \$1.25.

Larkspur

Plant from November thru January

Approx. time seed sowing to bloom—2½-3 mos.

This is the annual form of the always-popular Delphinium, and blooms quickly from autumn-sown seed. The range of color includes all shades of blue, pink, red, and white, borne on long spikes. The seed should be soaked in water in a refrigerator about forty-eight hours before sowing, and should be sown during cool weather. Sow about ⅛ inch deep. The seedlings should be thinned to stand from 12 to 18 inches apart. They like plenty of fertilizer, full sun, and an abundance of water.

KILGORE'S LARKSPUR MIXTURE.

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.

Lupin

Plant from September thru December

Approx. time seed sowing to bloom—2-2½ mos.

Plants make decorative, palm-like foliage and stems covered with bristly hairs. Flowers are pea-shaped, borne in spires of varying length. Exceptionally desirable for cutting and bedding. Thin the plants to 12 inches apart. They like full sun but will flourish in partial shade. Their one requirement is abundance of water during the blooming season.

Assorted Colors.

Pkt. 10c; 3 pkts. 25c; oz. 35c;
¼ lb. \$1.25.

Morning Glory--Improved Ipomea

Plant from March thru June

Approx. time seed sowing to bloom—2 mos.

This is a favorite for shading porches, covering trellises and fences, a rapid grower for dense shading, producing immense numbers of very large flowers. Sow seeds after frosts, when soil is warm. Seed coats are very hard, and germination may be hastened by filing through the outer shell and soaking in warm water for twenty-four hours before planting.

KILGORE'S HEAVENLY BLUE IMPROVED. This improved strain is superior to the old strains. The large, deep blue flowers stay open late in the day.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c;
½ oz. 60c; oz. \$1.00; ¼ lb. \$3.00.



Kilgore's Superb Mixture Petunias—Ideal for bedding (See page 16)

Marigold

Does Splendidly in Florida and All Over the South

Plant from February thru May and again in September

Approx. time seed sowing to bloom—1½-2 months

Marigolds are rapidly growing in prominence as a popular Florida and Southern garden flower. Plant breeders have probably devoted more attention to improving Marigolds during the last few years than any other flower plants. As a result, many new outstanding varieties have been introduced recently, which represent great improvements over old types. We list and describe below the best of these new improvements for Florida and the South.

These tall, aromatic plants, with fern-like foliage, produce gigantic, double, frilled flowers of much greater size and substance than the old-fashioned types. They make a splendid garden show, and are magnificent when cut. Plant the seed ¼ inch deep, and thin or transplant the seedlings 1 to 2 feet apart.

YELLOW SUPREME

Gold Medal—All-America Selections 1935

Like Guinea Gold it is very free flowering, compact, and somewhat pyramidal in habit, two to two and a half feet tall, bearing loosely ruffled, carnation-flowered blossoms. The color is a creamy, lemon yellow. The light golden-yellow petals fairly glow and sparkle.

**Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.**

DIXIE SUNSHINE

Award of Merit—All-America Selections 1936

This is an entirely new type, and an outstanding introduction. Plants are 3 to 4 feet tall, bushy, very free flowering, and especially desirable in the South because they are late blooming. Flowers are odorless, fully double, of brilliant golden yellow color. Excellent for cutting. Flowers last 10 to 14 days in water.

**Pkt. 10c; 3 pkts. 25c; ¼ oz. 75c;
½ oz. \$1.35; oz. \$2.50.**

DOUBLE HARMONY

An excellent dwarf French Marigold, growing to a height of about twelve inches, scabious-flowering, with a bright golden yellow center, bordered with a dark maroon-brown color. Plants are of bushy habit and form excellent material for bedding and edging or borders.

**Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.**



Gigantea Sunset Giants Marigold

GIGANTEA SUNSET GIANTS

This new free flowering Marigold is the most amazing Marigold of the century. It meets all requirements of a good garden flower, is very showy, is sweet scented, and has exceptionally large size blossoms. The most remarkable feature is the delicate sweet fragrance of the blossoms. It is true that approximately 35 to 40% of the plants will produce single flowers but the excellence of the true Gigantea type doubles will more than compensate for this percentage of singles. The stems are long and the flowers are excellent keepers after cutting. Sunset Giants has caused more favorable comment than any other new type.

KILGORE'S SUNSET GIANTS MIXTURE. Striking bold colors range from deep orange through golden orange, deep golden yellow, light yellow, and a delightful new shade of primrose.

**Pkt. 10c; 3 pkts. 25c; ¼ oz. 60c;
½ oz. \$1.00; oz. \$1.75.**

GUINEA GOLD

Gold Medal—All-America Selections 1933

The masses of lovely golden orange flowers cascade down the sides of the pyramidal plants like showers of molten gold. The carnation-like, odorless flowers are semi-double and loosely ruffled, and the plants are about 2½ feet high. Its fine keeping qualities have helped to make it one of the most popular Marigolds.

**Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c;
½ oz. 60c; oz. \$1.00; ¼ lb. \$3.00.**

Nasturtium

Plant from September thru March

Approx. time seed sowing to bloom—2-3 mos.

DOUBLE SWEET-SCENTED VARIETIES

These new, semi-trailing nasturtiums have become exceedingly popular. The plant forms a vigorous bush which throws out short runners averaging 18 inches.

The nasturtium is very easily grown, and succeeds best in rather dry, sandy or gravelly, well-drained soil. The large, double and semi-double, sweet-scented flowers are especially valuable for cutting. The plants have a long blossoming period (3-4 months) provided the flowers are kept picked off before seed is formed. Flowers are borne on long stems, well above the foliage, making them very attractive and valuable as bedding plants.

DOUBLE GOLDEN GLEAM. Large golden yellow blooms, 2½ to 3 inches across, borne on long stems well above the foliage. A blaze of intense, gleaming, golden yellow color when in full bloom. Especially fine for cutting.

DOUBLE SCARLET GLEAM. The flowers are a fiery orange scarlet, and of immense size, almost three inches across. The plants bear the numerous semi-double with some single flowers well above the foliage on long stems.

DOUBLE GLEAM HYBRIDS. The hybrids are a collection of gorgeously colored, large, well-formed flowers of dazzling beauty. A very brilliant mixture of an amazing range of showy colors. There are some singles among the blossoms, although mostly double and semi-double.

Each of the above:

Pkt. 10c; oz. 25c; ¼ lb. 75c; lb. \$2.50.

SINGLE VARIETIES

KILGORE'S SUNSET MIXTURE, DWARF. Very fine for borders or edgings and masses in beds.

KILGORE'S SUNSET MIXTURE, TALL. Admirably adapted to covering a fence or trellis, or to droop over retaining walls, boxes, etc.

Each of the above:

Pkt. 10c; oz. 15c; ¼ lb. 40c; lb. \$1.25.

Poppy, California--Eschscholtzia

Plant from September thru January

Approx. time seed sowing to bloom—2½-3 mos.

Beautiful, low-growing plants with gray-green, fern-like foliage and vivid, cup-shaped flowers freely produced for many weeks. Ideal for beautifying vacant lots. Sow where they are to bloom, as poppies are hard to transplant.

KILGORE'S GORGEOUS MIXED.

Pkt. 10c; 3 pkts. 25c; ½ oz. 30c;
oz. 50c; ¼ lb. \$1.50.



Double Golden Gleam Nasturtiums

Giant Pansy

Plant from September thru December

Approx. time seed sowing to bloom—2½-3 mos.

Pansies make charming cut flowers, and nothing is more beautiful for massing and edging in the garden. The seeds should be sown in a shallow box and the seedlings transplanted, giving some shade and plenty of water. Pansies must be grown during the cool season.

KILGORE'S ENGLEMANN GIANT MIXTURE. This is the largest flowered pansy ever introduced. Flowers have thick, velvety petals, and are borne on strong stems. Plants produce flowers of superb, vivid colors and color combinations in great profusion.

Pkt. 10c; 3 pkts. 25c; ⅛ oz. \$1.75;
¼ oz. \$3.00.

Phlox Drummondii

Plant from September thru February

Approx. time seed sowing to bloom—2½-3 mos.

Annual phlox flourishes in all its glory throughout the South, growing and blooming practically the year around. The seed should be soaked for forty-eight hours in a refrigerator before sowing. Plant about ¼ inch deep, and transplant seedlings or thin to 6 inches apart. It is excellent for planting in barren, unsightly places and makes a long-lasting cut-flower. Plants produce long-stemmed clusters of various colored flowers.

KILGORE'S PENINSULAR MIXTURE.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c;
½ oz. 60c; oz. \$1.00; ¼ lb. \$3.00.

Petunia

THE BEST FLOWER FOR GENERAL PLANTING IN FLORIDA AND THE SOUTH

Plant from September thru June. Approx. time seed sowing to bloom—2½-3 months

The petunia should be Florida's State Flower because it is Florida's outstanding flower. Each year there are more and more acres of blooming petunias scattered across the Flowery State of Florida. Soon Florida's petunias will outrival the poppies of California which gild her roadsides and vacant lands. They are outstanding favorites and used extensively for bedding, bordering, and roadside beautification. Neither extreme heat nor cold affects them, and they can be planted at almost any time. The very small seeds should be sown in boxes and transplanted, when the seedlings are well grown, to the bed or border, 18 inches apart.

Petunias are in no wise particular as to soil, but do best on moderately rich, well drained, though moist soil. Since they grow and bloom over long periods, they require lasting fertilizers for best results. For use on petunia beds when they are made up, there is no better fertilizer than our bonemeal.

When transplanting, make the soil rich but do not use chicken manure, sheep manure or fish meal, because these materials are injurious to petunias. Do not set plants too deep because in that case they take much longer to start growth and often damp off.

DWARF, ERECT PETUNIAS 6 to 10 inches tall

ROSY MORN. Dwarf, compact, constantly blooming plants with small, brilliant light pink flowers with white centers. One of the finest types, especially desirable for growing in pots, urns and boxes.

HEAVENLY BLUE. Plant is dwarf in growth. Flowers are a beautiful light blue. Entirely distinct.

Prices on each of the above:

Pkt. 10c; 3 pkts. 25c; ⅛oz. 50c;
¼oz. 75c; ½oz. \$1.35; oz. \$2.50.

SINGLE PLAIN PETELED PETUNIAS 18 inches tall

ELK'S PRIDE. This is one of the most beautiful of all Petunias. The flowers give one the impression of looking at a piece of rich purple velvet. Seed of this variety is very rare and expensive.

Pkt. 10c; 3 pkts. 25c; 1/16 oz. \$3.00.
⅛oz. \$5.50.

HOWARD STAR IMPROVED. Crimson-maroon flowers with a clearly defined star of pure white. A very striking flower.

Pkt. 10c; 3 pkts. 25c; ¼oz. 60c;
½oz. \$1.00; oz. \$1.75.

KILGORE'S VELVET RED. Velvety blood-red. Very beautiful and showy.

Pkt. 10c; 3 pkts. 25c; ¼oz. 50c;
½oz. 75c; oz. \$1.25; ¼lb. \$3.50.

KILGORE'S BALCONY WHITE. Produces large, pendulous blooms of pure white color. A wonderful window box variety.

Pkt. 10c; 3 pkts. 25c; 1/16 oz. 60c;
⅛oz. \$1.00.

KILGORE'S SUPERB MIXTURE. A well selected blend of the finest types and deepest richest colors of the plain petaled, tall growing petunias.

Pkt. 10c; 3 pkts. 25c; ¼oz. 50c;
½oz. 75c; oz. \$1.25; ¼lb. \$3.50.



Kilgore's Balcony White Petunia

Fluffy Ruffles Petunia

The most wonderful petunias in existence and well worth the ambition of everyone to produce in perfection. The huge blossoms are wonderfully ruffled and range bewilderingly through shades of pink, blue, scarlet, lavender, crimson, purple, white, and intermediate hues, markings, and curious blotches. The flowers measure 3 to 4½ inches across and are gorgeously ruffled.

MIXTURE: Pkt. 10c; 3 pkts. 25c; 1/16 oz. \$3.00; ⅛oz. \$5.50.

Portulaca - Sun Plant

Plant from February thru August

Approx. time seed sowing to bloom—1½ mos.

A creeping, succulent plant about 6 inches high which thrives in sunny locations. Produces large, very brilliant flowers which open only in full sunshine early in the morning. It is excellent for massing, edging, rockwork, and sowing broadcast in the open ground. The seed is very fine; sow it thinly and do not cover. May be thinned or transplanted 6 to 12 inches apart.

FINEST DOUBLE MIXED. All colors.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 55c;
½ oz. 85c; oz. \$1.50; ¼ lb. \$5.50.

Pyrethrum

See Painted Daisy, page 12.

Salvia - Scarlet Sage

Plant from September thru June

Approx. time seed sowing to bloom—3-4 mos.

The Scarlet Sage is one of the showiest and most easily grown plants for low hedges, bedding, and cutting. The seed is slow in germinating. Should be sown in a seed-box and transplanted to 8 inches apart in the garden.

SPLENDENS. This is the true, old-fashioned Scarlet Sage, growing 2 to 4 feet high, with spikes 1 to 1½ feet long. Brilliant scarlet.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 55c;
½ oz. 85c; oz. \$1.50; ¼ lb. \$5.50.



Kilgore's Giant Mixed Snapdragons

Scabiosa - Mourning Bride

Plant from September thru December

Approx. time seed sowing to bloom—5 mos.

The flowers of Scabiosa are borne on long, slender, graceful stems and are exquisitely scented. The colors are rich and varied—pure white, pink, yellow, blue, purple, red and variegated shades. As cut-flowers they are unsurpassed and they will last a week or more if cut before they have entirely opened. Plants should be set out 1 foot apart in any good garden soil.

KILGORE'S SUNRISE MIXTURE.

Pkt. 10c; 3 pkts. 25c; ½ oz. 35c;
oz. 60c; ¼ lb. \$2.00.

Snapdragon -- Antirrhinum

Plant from September thru December

Approx. time seed sowing to bloom—3-4 mos.

GIANT SNAPDRAGONS

The Snapdragons which we offer produce massive spikes 3 to 4 feet high, with close-set, large, velvety flowers which last for many days when cut. The seeds are small and slow to germinate. They should be planted in a shallow box of rich soil, and, when 4 inches high, may be transplanted in rich, moist soil 1 foot apart. As soon as the plants reach 8 inches in height they should be tied to light stakes until the side branches are well developed. Frequent cultivation and applications of fertilizer will produce spikes of astonishing vigor and blooms of marvelous size.

KILGORE'S GIANT MIXTURE.

This is a blend of the finest outstanding giant types.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 55c;
½ oz. 85c; oz. \$1.50;
¼ lb. \$5.50.

New

Half-Tall Snapdragons with Giant Flowers

The half-dwarf or medium-height Snapdragons are preferred by many. As they do not grow as tall as the new giant type they are better to use in certain positions in the garden.

KILGORE'S FINEST MIXTURE.

A mixture of all the colors of the rainbow. Makes a beautiful bed.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25;
¼ lb. \$3.50.

Early Spencer Sweet Peas

Plant from September thru December

*Approx. time seed sowing to bloom—
2½-3 months*

We have the choicest varieties and mixture for the South. In planting, dig a trench 18 inches deep. Fill trench to within 2 inches of the surface with very rich, pulverized soil to which Wizard Sheep Manure and Bone Meal have been added. Plant seed one inch apart and cover 2 inches deep. When plants are 5 inches high, furnish support for vines to run upon. Fertilize and water frequently. Keep faded flowers cut off to prevent seed pods forming. Sunshine and fresh air are essential to success with Sweet Peas.

KILGORE'S SKY BLUE.

KILGORE'S SCARLET DAZZLER.

KILGORE'S ROSE PINK.

KILGORE'S IMMACULATE WHITE.

Prices on each of the above:

Pkt. 10c; 3 pkts. 25c; oz. 45c;

¼lb. \$1.50; ½lb. \$2.75; lb. \$5.00.

KILGORE'S RAINBOW SWEET PEA MIXTURE. An unexcelled assortment in all popular shades.

Pkt. 10c; oz. 25c; ¼lb. 75c; ½lb. \$1.25; lb. \$2.00.

Statice - Sea Lavender

Plant from September thru January

Approx. time seed sowing to bloom—3 mos.

Slender, wiry, bushy plants, bearing masses of misty ever-lasting flowers in delicate shades of lavender, rose, blue, and white. Valued for drying and makes an excellent ever-lasting flower for winter bouquets. Plants grow 2½ feet high. Will stand some salt spray.

Assorted Colors.

Pkt. 10c; 3 pkts. 25c; oz. 50c.

Tithonia or Florida Sunflower

Plant from February thru June

Approx. time seed sowing to bloom—3 mos.

In a mild climate where the season is long, as in Florida and other Southern states, this brilliant Mexican species makes a fine showing. Many tall branching stalks rise from the base and carry large leaves besides numerous blooms, which resemble small sunflowers. They are of a dazzling orange-vermillion color.

Pkt. 10c; 3 pkts. 25c; ¼oz. 50c;

½oz. 75c; oz. \$1.25; ¼lb. \$3.50.



Kilgore's Rainbow Mixture Sweet Peas

Improved Colossal Verbena

Plant every month in the year, through fall, winter, and spring

Approx. time seed sowing to bloom—3 mos.

Verbenas are trailing, graceful plants with handsome foliage which cover themselves with large heads of brilliant flowers in a great variety of colors. You will never appreciate the beauty of Verbenas until you have grown our Master Mixture. Sow the seed after soaking in water forty-eight hours in a refrigerator, in boxes or where they are to flower, and thin or transplant to a foot apart.

KILGORE'S MASTER MIXTURE.

Pkt. 10c; 3 pkts. 25c; ¼oz. 55c;

½oz. 85c; oz. \$1.50; ¼lb. \$5.50.

Vinca or Periwinkle

Plant any month of the year

Approx. time seed sowing to bloom—3 mos.

A very pretty ornamental plant, growing 1 to 1½ feet high, with dark foliage and dainty, bright flowers. Useful for bedding, edging and massing. Sow where the plants are to bloom or in boxes, and transplant about a foot apart each way. Makes an excellent ground cover for waste places. Does well in partial shade.

KILGORE'S PINK AND WHITE MIXED.

Pkt. 10c; 3 pkts. 25c; ¼oz. 35c;

½oz. 60c; oz. \$1.00; ¼lb. \$3.00.

ZINNIA

IDEAL FOR SUMMER FLOWERS IN FLORIDA AND THE SOUTH

Plant from February thru August.

Approx. time seed sowing to bloom—1½ months

Double Giant Dahlia-flowered

The enormous flowers are fully double, with broad, undulating rays in magnificent solid colors. Flowers measure 4 to 6 inches across, rivaling Dahlias in beauty and in perfection. The plants grow 2 to 3 feet high, and should be set at least 18 to 24 inches apart. The seed may be sown where the plants are to bloom. They like rich soil, plenty of water, especially at blooming time, which lasts for many weeks

KILGORE'S CRIMSON GIANT. Crimson or brilliant red.

KILGORE'S WONDER ROSE. Light rose or pink.

KILGORE'S POLAR BEAR. The best large-flowered white Zinnia.

Prices on each of the above:

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.

KILGORE'S SUNBURST MIXTURE.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 35c;
½ oz. 60c; oz. \$1.00; ¼ lb. \$3.00.



Kilgore's Double Giant Dahlia-flowered Zinnia

Pompon or Lilliput

Plants are about 1½ feet high or less, bearing miniature flowers resembling pompon or button chrysanthemums. These are charming when cut and the plants make an excellent low edging or border for taller varieties.

Assorted Colors.

Pkt. 10c; 3 pkts. 25c; ½ oz. 35c;
oz. 60c; ¼ lb. \$2.00.

Mexican Hybrids

Zinnia Mexicana

The small flowered Mexican Zinnias have a charm all their own. The smaller flowers lend themselves to bedding and make a brilliant display and yet have stems long enough to make fine bouquets for small vases and bowls. The mixture contains many attractive colors and color combinations. Excellent for edgings.

KILGORE'S MEXICAN HYBRID MIXTURE.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.

Giants of California

The flowers are usually brighter than the dahlia-flowered type and are nearly as large, and similar in shape.

KILGORE'S SPECIAL MIXTURE.

Pkt. 10c; 3 pkts. 25c; ½ oz. 45c;
oz. 75c; ¼ lb. \$2.50.

Crown O'Gold Group

This group is one of the most outstanding developments among Zinnias. The petals of all the flowers are overlaid with a deep golden yellow at the base, with the individual flower color at the tips.

DESERT GOLD. Beautiful yellow shades.

Pkt. 10c; 3 pkts 25c; ¼ oz. 55c;
½ oz. 85c; oz. \$1.50; ¼ lb. \$5.50.

KILGORE'S SPECIAL CROWN O'GOLD MIXTURE. Includes rose, cream, yellow, carmine, red, pink and lavender.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 60c;
oz. \$2.00.

Fantasy Group

The flowers of this group are double, of medium size, with shaggy petals that are tubular, curled or crested. Distinctly different from other Zinnias.

KILGORE'S FANTASY MIXTURE.

Pkt. 10c; 3 pkts. 25c; ¼ oz. 50c;
½ oz. 75c; oz. \$1.25; ¼ lb. \$3.50.

Rose Bushes

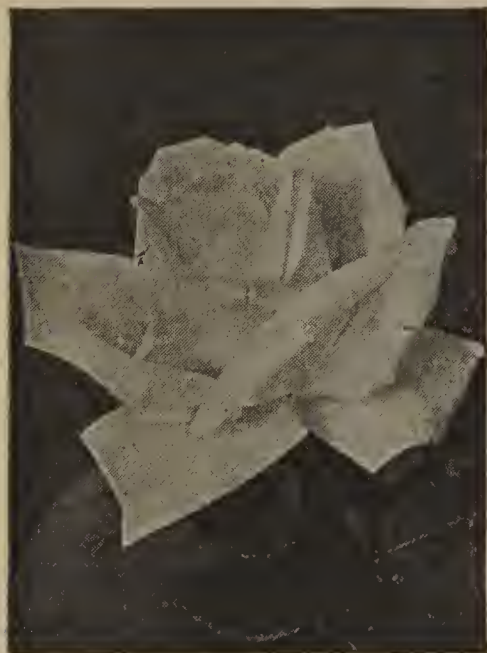
Plant December, January, February, and March

Approx. time from setting out to bloom—2-year-old bushes—2 months

To Be Sure of Securing Varieties Desired, Orders Should Be Sent Early

Postage paid on all Rose Bushes. Rose Bushes cannot be shipped before December 1

When ordering rose bushes, state time delivery is wanted



White American Beauty

Rose Growing in Florida— 10 Suggestions

1. Locate the rose garden in a well drained spot where it receives at least five hours of sunlight each day, and avoid the vicinity of trees and large shrubs.

2. Enrich the soil before planting, using a mixture of black, sandy loam and a 4-7-5 fertilizer mixture. The loam should be thoroughly mixed with the plant food and allowed to stand at least one week before planting. The bed should be at least 18 inches to two feet deep.

3. Ordinary manure is not recommended, because it very often carries Nematodes (root knot) and other diseases. It also at-



Red Radiance

tracts insects. Wizard Brand sheep manure used at the rate of 2 to 3 pounds per plant is very desirable.

4. Plant bushes 18 to 24 inches apart each way. Give climbers more room. Spread the roots carefully so they can develop freely. The roots should never be doubled up.

5. Plant at the same level that bushes stood in the nursery. Soil marks can be seen on the plant.

6. Use a heavy mulch of organic material, such as leaf mold or Wizard Brand sheep manure during the summer.

7. Give plenty of plant food. Fertilize every six to eight weeks during the growing season. Remember that roses must grow in order to bloom. One-half pound 4-7-5 per bush is plenty for each application, or a handful of bone meal with a small shovelful of Wizard Sheep manure may be used.

8. Give plenty of water—at least four times a week during dry weather. Use a soft, light stream so as not to jar the plants.

9. When planting, prune the bushes back to about 18 inches. Prune twice each season. Remove dead, infected and weak wood. Give heaviest pruning when plants are dormant.

10. Watch for black spot and rose canker, and dust or spray with a good fungicide. Spray or dust three times, not more than ten days apart, whenever diseases or insects appear.

Setting Rose Bushes. Dig hole sufficiently deep and wide to permit roots of plants to be set in natural position and not doubled up. First, put in two to three pounds of Wizard Brand Sheep Manure, well mixed with a half pound of bonemeal or 4-7-5, and mix thoroughly in the soil. Then pour in a liberal supply of water, set bush, press the soil tightly around the roots, leaving no air spaces, and pack dug-out soil firmly around the plant. Do not set plant any deeper than it originally grew; you can discover this by observing the soil mark on the plant. Two-year-old bushes will bloom in two months after setting out. All the first buds should be pulled off so as to increase the vigor and growth of the plant. Roses need lots of water, should be fertilized every six weeks with our bonemeal and an occasional application of sheep manure, and should be cultivated frequently.

Our rose bushes are healthy, strong, field-grown, acclimated stock, all Florida and Texas grown, and therefore accustomed to Southern climatic conditions, and are budded on Rosa Multiflora stock.

Shipped Direct from Nursery. All orders will be shipped direct from the nursery to the customer. It will require from a week to ten days from the time order leaves customer to receive rose bushes, as all orders are filled in rotation, and it requires a little time to properly prepare rose bushes and make shipment. Therefore, we ask our friends to be a little patient as the order will be sent as quickly as possible.

Prices of all varieties of Roses—Postpaid

	<i>Each</i>	<i>3 bushes</i>	<i>6 bushes</i>	<i>12 bushes</i>
1-year, strong	\$0.35	\$1.00	\$1.75	\$3.25
2-year, large40	1.10	1.95	3.50

Bush Roses

PINK RADIANCE. (HT.) Flowers are a beautiful shade of the richest tone of pink, darker on the inner surface of the petals than on the margins. The buds are large and very fine. It is a very strong grower.

RED RADIANCE. (HT.) It has flowers of the same exquisite form and the same sweet fragrance as Pink Radiance. The color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut.

SHELL-PINK RADIANCE. (Mrs. Charles Bell.) (HT.) Another of the Radiance family. A distinct light shell-pink. It is a wonderful rose, always in bloom, which is a heritage of all Radiance types.

WHITE AMERICAN BEAUTY. (Frau Karl Druschki.) (HP.) Buds fine and large, usually pure white, but sometimes with a slight shading of pink on outer petals.

WHITE KILLARNEY. (HT.) Produces wonderful, long, pointed buds; the open flowers are semi-double.

ALEXANDER HILL GRAY. (Yellow Maman Cochet). (T.) Flowers clear, lemon-yellow, large, and of perfect formation. Strong, upright growth. One of the best yellow roses.

MAMAN COCHET, PINK. (T.) Rosy pink with shadings of silvery rose. A splendid rose of sturdy habits. The fine buds last well when cut, are of large size, and open into full double, fragrant blooms. A medium spreading grower.

MAMAN COCHET, WHITE. (T.) Of same sturdy habit, size of bloom, and delicate fragrance as the Maman Cochet, and of such a pearly white and exquisite shadings of most delicate pink that it is easily ranked as one of the few best roses.

MME. LOMBARD. (T.) Beautiful tints of rosy bronze, fawn, and salmon. Vigorous grower and a free bloomer.

LOUIS PHILIPPE. (Ben.) Another old favorite. In bloom all the year, with rich velvety crimson blooms. Strong, spreading habit.

PAUL NEYRON. (HP.) Largest rose known, surpassing even hothouse American Beauties. Deep rose-pink, full, double blooms with spicy fragrance, borne on strong, upright stems.

ETOILE DE HOLLANDE. (HT.) One of the reddest of red Roses. Good-sized blooms and buds borne on long stems.

VATERLAND. (HT.) Bud and flower large, opening full, double; handsome dark red with coppery reflexes. Foliage bronze and quite disease-resistant. Continuous bloomer all season.

KAISERIN AUGUSTE VIKTORIA. (T.) Free and regular bloomer from early to late. Pure white, on long stems. One of the most satisfactory southern sorts.

LADY HILLINGDON. (T.) Has slender, pointed buds and exquisitely cupped flowers of apricot-yellow. Upright habit. Disease-resistant. Free continuous bloomer. One of the best.

LUXEMBOURG. (HT.) An extremely satisfactory Hybrid Tea Rose for Southern gardens. The flowers are rich apricot-yellow, shaded with copper, and lighter yellow at the tips of the petals.

TALISMAN. (HT.) Presents unusual combination of orange and copper tones, suffused with pink. Truly multicolored. Flowers are high centered, double, and quite fragrant. Does best in partial shade in this latitude.

Climbing Roses

CLIMBING RADIANCE. (Cl.H.T.) Registered with the American Rose Society. A perfect Radiance that is a strong climber and a free bloomer. The most desirable new rose for the South introduced since the bush varieties of the Radiance group came out.

This marvelous rose comes in 2 colors:

CLIMBING PINK RADIANCE.

CLIMBING RED RADIANCE.

CHEROKEE (White). (Rosa Laevigata.) Rampant climber. Large, single, white, fragrant flowers produced in early spring in great profusion. Foliage bright, glossy green.

CHEROKEE. (Pink or Anemone). Flowers same as White Cherokee except that the color is glowing pink. They resemble huge apple blossoms.

MARECHAL NIEL. (Cl.Nois.) The full, double, golden yellow blooms are produced abundantly at all seasons of the year. Every home should have one or more of these grand climbers.

PAUL'S SCARLET. (HW.) Vivid scarlet, shaded crimson. Makes a brilliant display for a long period of time in the garden.

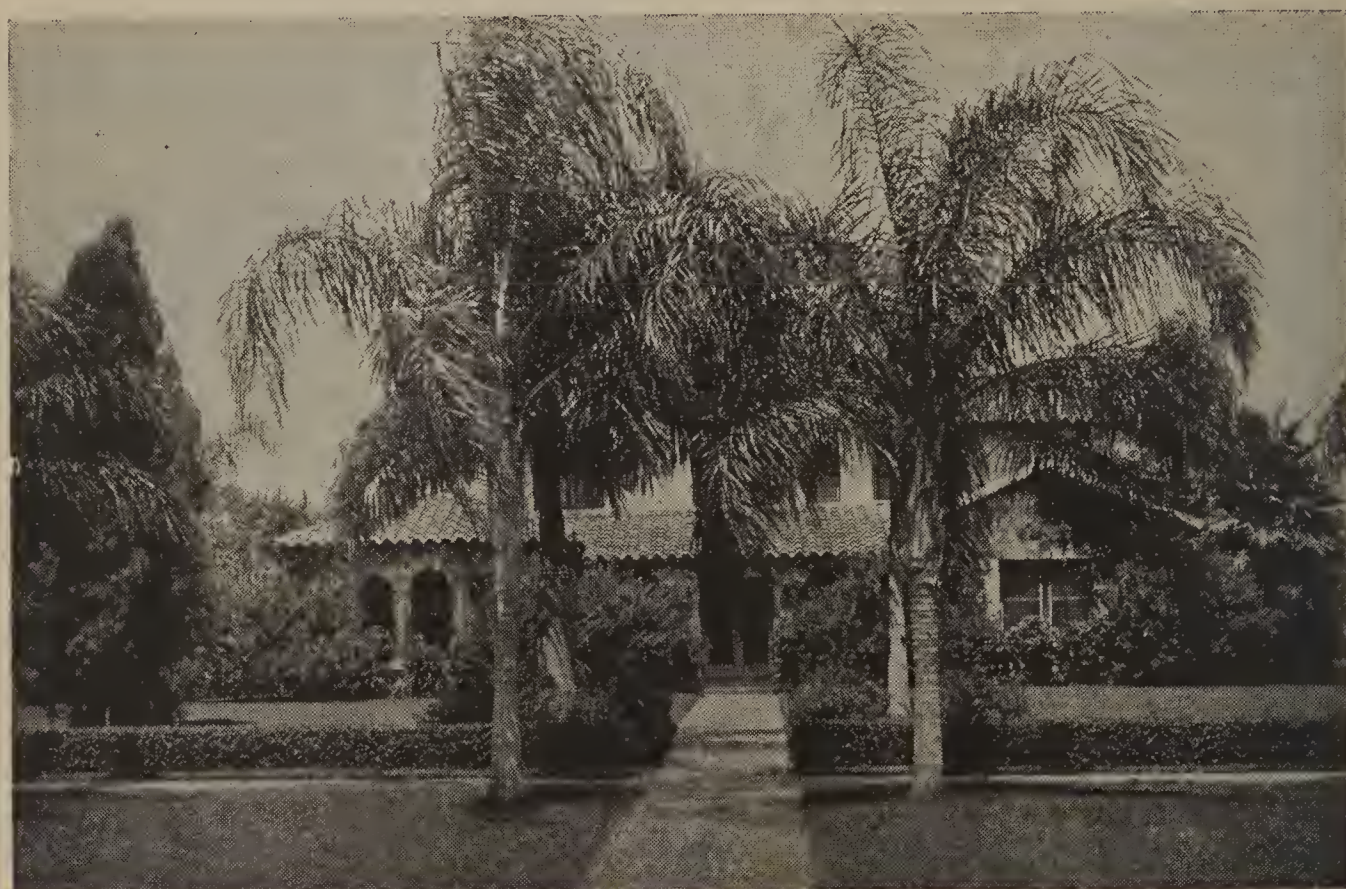
Ramblers

REINE MARIE HENRIETTE. (CT.) One of the best red climbers. Bright red, pointed buds of good size. A vigorous grower.

CLASSIFICATION OF ROSES

Roses are descended from several distinct classes or families, and the following key will enable one to find to which strains or classes each belong. (HT), Hybrid Tea. (HP), Hybrid Perpetual. (T), Tea. (Ben), Bengal. (Cl.H.T.), Climbing Hybrid Tea. (Cl.Nois), Climbing Noisette. (HW), Hybrid Wichuriana. (Poly), Polyantha.

LAWN GRASSES FOR FLORIDA



Beautiful Lawns Can Be Grown in Florida

Starting the Grass or Lawn

A rich, reasonably moist soil with ample provision for watering during dry weather is necessary for growing a good lawn.

It is advisable, wherever possible, to pipe the lawn for water. There are many good water distributors on the market. The pipes may be laid in trenches a foot or so in depth at such intervals that the water from the distributors will cover the entire lawn at one time.

Previous to starting the grass, work into the soil as much organic matter as possible in the form of pulverized sheep manure, muck or woods mold. One of the best ways of putting the land in shape for grass, and to give the grass a good start, is to broadcast pulverized sheep manure at the rate of two and one-half to five pounds per hundred square feet, or 1,000 lbs. to a ton per acre before sowing the seed, or setting out the sprigs, wetting down the sheep manure well. Add to this at least 25 lbs. of a 4-7-5 fertilizer mixture or an equal amount of bone meal to every thousand square feet of space. Work all of this thoroughly into the soil, level the land and set rooted runners or plant grass seed. Water and weed regularly until the grass is completely sodded. Never let the lawn suffer for water. A thorough heavy watering, soaking the soil to a considerable depth, two or three times a week, is better than a light watering daily. It is best to water lawns in the evening.

Top Dressing Lawns

In winter apply 25 lbs. bone meal or a 4-7-5 fertilizer mixture to every thousand square feet of space. Spring and summer top dressings of Nitrate of Soda at the rate of three to four pounds to every thousand square feet of space should be made once a month. Follow immediately by thorough wetting down to prevent burning of the grass by the fertilizer. Wizard Brand Sheep Manure is very valuable for top-dressing after the lawn is started. It is desirable to cover the entire lawn once or twice a year with pulverized sheep manure to a depth of one-fourth to one-half inch.

How to Have Green Lawns In Winter In Florida

If cold weather turns the lawn brown, or if the lawn has brown unsightly spots in it, the entire lawn or these ugly spots can be freshened up at any time during the fall and winter, without digging or tearing up the lawn, by planting Italian Rye grass seed at the rate of one-half pound to 100 square feet of space right on top of the lawn, scattering sheep manure on top of the seed at the rate of two and one-half to five pounds per 100 square feet, and watering these spots frequently and heavily until the Italian Rye grass seed has germinated.

A lawn properly sets off the home, adds to its beauty, increases its value, and affords a clean, safe place for the children to play. A good lawn is much more attractive than a bare yard. A town's civic pride is judged largely by the class of lawns kept.

Prices quoted on grass seed are postpaid. Write for prices on larger quantities.

Italian Rye Grass

Florida's Blue Grass

Plant 200 to 250 Pounds Per Acre

This is a most valuable and desirable fall and winter grass for Florida and the South, but it does not make a permanent lawn. It dies out as soon as warm weather of late spring and early summer comes on. However, for quick covering of lawns and golf courses in winter it is unsurpassed. Plant 4 to 6 pounds per 1,000 square feet. Do not plant in Florida before October. It will make a vigorous, luxuriant growth throughout the fall, winter and early spring, but must have plenty of water. A common practice in Florida is to seed Italian Rye grass on other lawns in the fall and winter in order to have a velvety green lawn all winter.

Lb. 20c; 10 lbs. \$1.30.

Bermuda Grass

Plant 100 to 150 Pounds Per Acre

Bermuda grass prefers loam or clay loam soil, and grows well on sand or muck, but requires an ample moisture supply, or a heavy subsoil which will retain moisture.

Bermuda will not grow very well in the shade. It spreads by surface runners, also by underground root stalks. A Bermuda lawn can be started by setting out the plants or by sowing seed. Seed can be planted from March to November. For lawns or golf courses, use two to four pounds per thousand square feet. Bermuda makes a beautiful, velvety, permanent lawn where plenty of water is available and proper care given. Bermuda grass requires frequent weeding to prevent it from thinning out.

Lb. 40c; 10 lbs. \$3.30.

Hulled Bermuda

Plant 1 to 2 Pounds to Each 1,000 Square Feet of Lawn

This is the highest grade Bermuda grass seed. Formerly thought impossible, the hard, almost water-tight hulls of the seed are removed. This revolutionizes Bermuda lawn planting because of the quick, sure results it produces, the seed germinating in a week with proper moisture conditions.

Lb. 55c; 10 lbs. \$4.80.

Carpet Grass

Plant 100 to 150 Pounds Per Acre

Carpet grass is particularly well adapted to moist soil, and, if plenty of plant food and moisture are available, will grow readily on any soil type. However, this grass is not well suited to drouthy conditions. Plant in the spring from March to July. For lawns and golf courses use two to four pounds of seed per 1000 square feet.

Lb. 35c; 10 lbs. \$2.80.

Centipede Grass

Use One Bushel of Sprigs Per 600 Square Feet or 70 to 75 Bushels Per Acre

Centipede grass makes a very attractive lawn with less attention than any of the other lawn grasses. It requires less water and mowing, and once established, holds its stand indefinitely. It is adapted to dry sandy soils better than other grasses. Centipede grass is planted by sprigs or root runners, three to five inches long, in rows 10 to 12 inches apart, and 5 to 6 inches apart in the rows. Insert these sprigs in the ground, leaving about one-half to one inch showing. Cover with soil immediately to prevent drying out. For the first few months the lawn will need frequent watering until the plants are rooted firmly. It is best to plant during the rainy season.

1 bu. \$1.25; 5 bu. \$5.50; 10 bu. \$9.50.
Not prepaid. Shipped only by Express,
direct from the Nursery.

Bitter Blue-Stemmed St. Augustine Grass

(Chinch Bug Resistant)

Use One Bushel of Sprigs Per 800 Square Feet

A better grass in every way than the old variety of St. Augustine. It is a stronger grower, is much tougher, holds its color in cold weather, has a longer and stronger root system so will stand more dry weather. The joints are close and the runners grow flat on the ground. It does well in shaded places. It is extremely chinch bug resistant and very distasteful to this serious pest of lawn grasses. Sprigs should be planted in well prepared soil, setting about twelve inches apart each way.

Bushel \$1.50. Not prepaid. Shipped only by Express, direct from the Nursery.



*A type of Rock Garden easily adapted to any location.
The Pool and Rock Garden usually belong together.*

THE ROCK GARDEN

In many a garden, slopes and gullies which seem devoid of possibilities can be transformed into fascinating features with a rock garden. Some of the most attractive rock gardens have been made in small nooks and corners.

To start a rock garden, excavate to a depth of about 2 feet and put in from 6 to 12 inches of small stones or shells. A tile drain can lead off from this if necessary.

After drainage has been installed as indicated, fill in the remaining depth with soil. Put in place the first or bottom layer of rocks and tamp thoroughly around them to prevent air pockets and settling, and be sure that the rocks

tilt back slightly and not forward. The more porous the rocks or stones, the more moisture will be retained during dry periods. Tufa, hard sandstone, coral rock, and rock which has become honeycombed through weathering, are excellent types for rock garden purposes. Keep rough and weathered edges to the front to simulate naturalness and age. Use broken rock mixed with soil back of the foundation rocks. Be sure that sufficient good soil is placed under the stones and rocks for the plants to grow in. Build up with sufficient layers, until you have reached the desired height. When planting, place the roots deeply into the recesses. Water frequently in dry weather.

We recommend the following annuals for use in the rock garden:

AGERATUM (Page 8)

ALYSSUM (Page 8)

ASTER (Page 9)

CANDYTUFT (Page 10)

CYNOGLOSSUM (Page 11)

DAISY—DAHLBORG (Page 11)

DIANTHUS (Page 12)

CALIFORNIA POPPY (Page 15)

PANSY (Page 15)

PETUNIA (Page 16)

PORTULACA (Page 17)

SNAPDRAGON, Half Tall (Page 17)

VERBENA (Page 18)

ZINNIA, POMPON (Page 19)

ZINNIA, MEXICANA (Page 19)

CONSTRUCTION OF AN INFORMAL POOL

The pool and rock garden usually go together. To make a pool, no forms are necessary. Simply hollow out the chosen space to the desired shape. We recommend 4 inches of concrete for any pool, as the extra inch or two may save a lot of trouble in the long run. To avoid cracks forming, it is most important to have the concrete reinforced with steel rods or with No. 9 or No. 12 gauge wire in mesh

not over 6 inches. An overflow and drain should be provided. Rock decorations will add to the natural appearance of the pool.

CAUTION: A new pool must be filled and refilled with fresh water and drained every few days for at least three or four times before planting lilies or introducing fish, in order to remove the alkali in new cement which is very injurious to fish and aquatic plants.

Fertilizers for the Flower Garden and Lawn

Wizard Brand Sheep Manure Will Make Your Plants Grow

There is nothing better as a general fertilizer for the home grounds than this natural soil-building plant-food. Wizard is pure sheep manure, highly concentrated, with all weed seeds killed. It supplies the humus and natural plant-food so much needed by Florida soils. Feed your plants with Wizard—then watch them grow. Wizard is lasting in its action. There is nothing better for lawns, shrubs, flowers, fruits, and vegetables.

For New Lawns use 10 to 12 pounds per 100 square feet and rake into the surface soil. On old lawns use 8 to 10 pounds per 100 square feet scattered broadcast and wet down with a hose.

For Flowers and Shrubs mix a handful of Wizard with the soil around each plant when setting out the new plants; more for shrubs, vines, and trees. On established plants mix a handful in the surface soil around each plant; for shrubs and vines use 1 to 5 pounds, for trees 5 to 20 pounds, according to size.

For Fruits and Vegetables use 1000 to 1500 pounds per acre. Apply with a drill in the row or hill. Wizard is a most profitable and lasting soil-building fertilizer.

Prices are f. o. b. Plant City and all Kilgore stores.

10 lbs. 50c; 25 lbs. 85c; 100 lbs. \$2.25.

GERMAN PEAT MOSS

Very good to add humus and hold moisture in seed beds. Especially valuable for sandy soils.

5c per lb. 1 bale (about 125 lbs.)
\$2.75, f. o. b. Plant City.

STEAMED BONE MEAL

This is a fertilizer containing 3% ammonia and 14% available phosphoric acid. It is highly recommended for use in the home grounds. Bone Meal can be used with safety, because it never burns even the tenderest sprouts.

5 lbs. 15c; 10 lbs. 25c; 25 lbs. 50c;
100 lbs. \$2.40, f. o. b. Plant City.

HARDWOOD ASHES

Ideal for sour or acid soils. Contains 2% potash. Put up in 100-lb. bags.

100 lbs. \$1.10, f. o. b. Plant City.

NITRATE OF SODA

Nitrate of Soda, 19% ammonia, should be used whenever the plants have been stunted by cold or drouth, giving them a small dose to hasten their recovery. Care must be used not to let this fertilizer come in direct contact with the plants so as to avoid burning.

5 lbs. 20c; 10 lbs. 35c; 25 lbs. 75c;
100 lbs. \$2.10, f. o. b. Plant City.

SPECIAL LAWN, SHUBBERY AND GARDEN FERTILIZER

This is a complete, balanced fertilizer, having a formula of 4-7-5 and containing 30% organic material. This special mixture combines all the elements needed by lawns, shrubs, flowers and vegetables in the right proportions to insure maximum development of the plants.

5 lbs. 20c; 10 lbs. 30c; 25 lbs. 60c;
100 lbs. \$2.00, f. o. b. Plant City.

INSECTICIDES AND FUNGICIDES

It is worse than false economy to grow flowers, fruits or vegetables without the use of insecticides and fungicides. Successful gardeners know the importance of this very essential feature in the care of a garden, and they do not take chances. They use insecticides and fungicides.

"Black Leaf 40"

The Standard Contact Insecticide

"Black Leaf 40" is the world's leading nicotine insecticide for the control of aphids, thrips, leaf hoppers, crawling young scale, and other soft bodied insects. Safe on fruits, foliage and buds. Useful for all flowers and ornamentals. "Black Leaf 40" can be mixed with other sprays such as lead arsenate and Pyrox, thus saving the expense of separate applications for both chewing and sucking insects. An ounce bottle makes four gallons of spray.

Write for Free Spraying Guide

Prices: 1 oz. 35c; 5 oz. \$1.00; lb. \$2.25;
2 lbs. \$3.25; 5 lbs. \$5.85. Prepaid.
Mailable.

Nicotine Pyrox

The Complete Spray for Diseases, Chewing and Sucking Insects

Nicotine Pyrox is Pyrox treated with Nicotine, in order to make a complete spray for all garden pests, both insects and diseases. It not only kills leaf-chewing insects, and prevents blight and other diseases as the regular Pyrox does, but it also kills sucking insects such as aphids, thrips, and leaf hoppers. Nicotine Pyrox not only provides complete protection but also stimulates growth, helping plants to grow strong and healthy, and to produce in abundance.

Nicotine Pyrox should be used at the rate of five ounces to a gallon of water.

Prices: 17.6 oz. pkg. 50c; 5 lbs. \$1.75;
10 lbs. \$3.00. Prepaid. Mailable.

Evergreen Spray

Evergreen Kills All Plant Insects on Your Flowers and Vegetables

Evergreen is an insecticide which is especially prepared with a standardized Pyrethrum content and thus serves as an ideal insecticide for home use on shrubs and flowers.

Most important to gardeners is the fact that Evergreen is non-poisonous to humans, birds and pets. Yet Evergreen is certain death to all plant insects, including both the chewing and sucking kinds. Thus Evergreen serves as an all-purpose insecticide which kills plant insects on shrubs and flowers. An ounce bottle makes four gallons of spray.

Evergreen Prices, Postpaid:

1 ounce bottle.....	\$.35
6 ounce bottle.....	1.00
16 ounce bottle (1 pint)....	2.00
1 gallon	12.00

Red Arrow Insect Spray

Makes a perfect solution, harmless to foliage, non-poisonous to humans, animal or poultry life, safe and easy to use.

Kills all kinds of insects both sucking and chewing, and is good for spraying all kinds of flowers and shrubs. A one ounce bottle makes four to eight gallons of spray solution.

Red Arrow Prices—Postpaid:

1 oz. bottle makes 4 to 8 gal. spray	\$.35
¼ pt. can makes 20-35 gal. spray....	1.00
1 pt. can makes 70-140 gal. spray	2.50
1 qt. can makes 140-280 gal. spray	4.00
1 gal. can makes 560-1100 gal. spray	12.00

Small Hand Sprayers and Dusters

All prices quoted are postpaid.

Arnold Garden Hose Sprayer. This sprayer is used on a regular garden hose and eliminates for good all measuring, mixing, straining and hard work heretofore associated with spraying, and makes insect and plant disease control as simple and easy as watering your lawn. Price \$3.50 complete, with one cartridge of each kind.

The following cartridges are carried in stock in Plant City and all Kilgore stores for use in the Arnold Garden hose sprayer.

Balanced Fertilizer Cartridges. For plant feeding. Contains Nitrogen, Phosphoric Acid and Potash scientifically balanced. 20c each, ten for \$1.80.

P-R (Pyrethrum-Rotenone) Cartridges. For insect control. 35c each, six for \$2.00.

Semesan

For treatment of all kinds of flower seeds, to control damp off diseases in seed-beds. May also be applied to seed-bed soils.

Each package has complete directions. Prices quoted are postpaid.

2 ozs.....	\$0.35
1 lb.....	2.25

Magikil Jelly Ant Bait

Kills ants and is harmless to plants.

Safety Traps 10c; garden size, 35c; Estate tube 85c; 8 oz. Jumbo size, \$1.75; postpaid.

Fly and Mosquito Spray

(Kilgore's)

A stainless liquid insecticide especially for household use. It kills roaches, bedbugs, ants, moths, mosquitoes, and flies.

½ pt. 20c; pt. 35c; qt. 50c; gal. \$1.50. F. O. B. Plant City or any Kilgore Store.

Kilgore's Dusting Materials

All prices quoted are f. o. b. Plant City and all Kilgore stores.

ARSENATE OF LEAD POWDER

Lb. 20c; 4 lbs. 60c.

COPPER-LIME DUST 20-80 (Bordeaux)

5 lbs. 75c; 10 lbs. \$1.00; 25 lbs. \$1.80; 50 lbs. \$2.85.

COPPER-LIME CALCIUM-ARSENATE DUST. 20-20-60

5 lbs. 80c; 10 lbs. \$1.25; 25 lbs. \$2.20; 50 lbs. \$3.60.

3% NICOTINE DUST

5 lbs. \$1.00; 10 lbs. \$1.65; 25 lbs. \$3.50; 50 lbs. \$5.80.



Colloidal Sulphur Cartridges. For plant disease control, such as mildew, rust, scale, etc. 35c each, six for \$2.00.

Nicotine Cartridges. For control of sucking insects and plant diseases. 35c each, six for \$2.00.

All prices quoted are postpaid.

Continuous Hand Sprayer. One of the best hand sprayers made. There is a continuous mist or spray from the time you start the pump until some seconds after it is stopped.

1 pint size—60c; 1 quart size—\$1.00.

Feeny Hand Duster No. BX. Holds 1 pint; 28 inches long. Extra nozzle. A splendid inexpensive duster for field, flowers or garden. Recognized as the standard dusting outfit for applying all kinds of powdered insecticides in gardens. Price \$1.10, postpaid.

Feeny Model D. Holds 2 quarts. Price \$2.65.

Root Jumbo Hand Duster. One of the sturdiest, most efficient, practical hand dusters

made. Ideal for flowers, trees and shrubs. Dusts both the top and under-side of plant foliage. Holds 1 pound. Price \$2.00, postpaid.

Blue Ribbon Jr. Compressed Air Sprayer. The Blue Ribbon Jr. is a fine small capacity, screw locking, compressed air sprayer for all purposes. Its capacity is two gallons. It is especially adapted for spraying around the home and garden. Price \$4.10.

New Misty Hand Sprayer. This is a very serviceable sprayer. Made of heavy tin. Holds 1 quart. Price 50c.

Hudson Crystal Sprayer. This is a handy household sprayer. Capacity one-half pint. Glass bowl cannot corrode or rust out. Price 25c.

Large Hand Sprayers and Dusters

VALUABLE FOR LARGE GARDENS, SHRUBS AND MEDIUM-SIZE TREES.

All prices quoted are postpaid.

Vermorel Knapsack Sprayer. The Vermorel sprayer does not have to be placed on the ground while pumping is done. A 40-pound pressure is maintained by an occasional stroke of the lever, which is placed at the right hand side of the spray tank. The tank is carried on the back, and is so shaped to fit snugly and comfortably.

Brass tank, 3½ gal. capacity, \$17.00.

Champion Sprayer. A high pressure sprayer with an outstanding nozzle, adjustable for all types of spraying. Easy to operate and of very simple construction, having only a few parts that ever need replacement. The pump is heavy, well-constructed and efficient, having the agitator attached. A very economical and efficient sprayer for commercial growers.

Brass tank, 5 gallons capacity, \$16.50.

Brown Compressed Air Sprayers. Made with heavy, lock seam riveted tank. One of the best compressed air sprayers made.

Brass tank, 4 gallons capacity, \$9.90.

Galvanized tank, 4 gallons capacity, \$6.50.

Root Hand Duster. Handles everything in powder form. No brushes or wipers, free running and easy cranking. Bronze and steel gears packed in grease, and sealed in gear case, never require attention. Fan shaft runs on ball bearings. This duster will last for years. Holds 7 to 10 lbs. of dust.

No. 18-D, complete with under
leaf elbow\$16.50

No. 19-D Two-Row Attachment
for Duster 3.25

Miscellaneous Garden Tools and Supplies

ORANGE CLIPPERS-WISS

The blades of this superior orange clipper are especially curved with smooth points and edges, so as not to bruise the fruit. Price \$1.00 each postpaid.

RAFFIA

The plain or natural color Raffia comes in 1 lb. hanks. Lb. 40c; 10 lbs. \$3.50; postpaid.

Colored Raffia (Bright Red, Royal Blue, Lavender, Tobacco Brown, Orange, Bottle Green), ¼lb. 35c, postpaid.

Raffia, bleached white, ¼lb. 55c, postpaid.

Raffia Needles, small or large, 2 for 5c, postpaid.

CYCLONE SEEDER

Made for any kind of grass seed which can be sown broadcast. Quickly adjusted for different kinds of seeds. Price \$2.50 postpaid.

HOTKAPS

Flowers protected with Hotkaps make earlier flowers. Hotkaps are patented wax paper cones which protect seed and plant against frost, rain, wind, birds and insects, and maintain a perfect mulch around tender plants. Hotkaps are inexpensive to buy and easy to set. Millions used every year. Especially valuable to protect tender flowers in winter.

New Flower Garden Package—25 Hotkaps with Setter—60c, postpaid.

Write for interesting pamphlet on Hotkaps.

FRUIT AND NUT TREES

Figs, Grapes, Peaches, Pears, Paper Shell Pecans, Plums and Japanese Persimmons.

We carry a complete line of fruit and nut trees of varieties best adapted to Florida and the southeast. Our fruit and nut trees are the very best, most dependable, budded, result-producing stocks.

Orders are taken for delivery between December 1 and March 15. As the supply of the most desirable varieties frequently becomes exhausted early in the season, it will behoove our friends to order early, stating when delivery is wanted.

All orders will be shipped direct from the nursery.

For complete list of varieties and prices see Kilgore's spring vegetable catalog, or write The Kilgore Seed Company, Plant City, Florida.

HORMODIN A

*New root-forming chemical.
Speeds rooting of cuttings.*

PERNET ROSE



Not Treated - Hormodin Treated

Hormodin A is the first Hormone solution to successfully stimulate rapid root growth on leafy cuttings. Hormodin assures quicker and better rooting of cuttings. Many species heretofore impossible to propagate from cuttings may now successfully be grown from cuttings treated with Hormodin. Hormodin reduces the time it takes for roots to develop, the Pernet Rose cuttings pictured on this page are a vivid proof of this startling fact. Hormodin treatment is simple, no special equipment is needed. Hormodin comes in liquid form and is applied as a dilute, water solution. The cost is only a fraction of a cent per cutting. Hormodin simplifies the taking of cuttings, since they can be made without reference to buds or nodes if they are treated with Hormodin. **WRITE FOR BOOKLET "Facts About Hormodin".**

20 B. T. I. units \$1.00; 60 B. T. I. units \$2.00; 240 B. T. I. units \$7.00. Full instructions furnished with each package. Prices quoted are postpaid.

PLANET JR. GARDEN TOOLS

Save Work and Money

Kilgore Flower seeds, the best that money can buy, will not give the best results unless you give the plants grown from them proper care. Plant seeds at the proper depth, properly spaced in narrow rows, keep the ground loosened up around your growing plants to kill the weeds before they get a start. The Planet Jr. line includes tools for doing this work economically and efficiently. They are the favorites of fussy gardeners all over the world. See Kilgore's spring vegetable catalog or write us for the complete Planet Jr. catalog describing all the different garden tools, and giving prices on same.

DOG, BIRD AND PET SUPPLY DEPARTMENT

We carry the most complete stock of dog, bird and pet supplies in Florida, consisting of bird cages, bird feeds and remedies, dog foods for every breed and purpose, dog furnishings such as: collars, chains, coats, combs, brushes, etc., dog and cat remedies. Send your inquiries, orders, and requests for free booklets on pet supplies, direct to The Kilgore Seed Company, 140 NW 5th Street, Miami, Florida.

KILGORE'S BRED-RITE VEGETABLE SEEDS

Represent the result of over 25 years of breeding and selection for the development of strains of vegetable seeds especially adapted to Florida and Southern growing conditions. We have varieties especially suited for Southern commercial production, as well as high quality varieties especially adapted for Florida and Southern home gardens. For a list of Southern vegetables and complete cultural directions for planting and fertilizing vegetables in Florida and the South, we refer you to "KILGORE'S VEGETABLE SEED CATALOGUE", which may be obtained free of charge through any of Kilgore's twelve Florida stores, or by writing The Kilgore Seed Company, Plant City, Florida.

We pride ourselves on having developed the finest strains of flower and vegetable seeds for Florida and the South. It has taken years of breeding and special selection to develop these fine strains.

Kilgore's Bred-Rite Seeds produce flowers and vegetables that invariably win prizes at the Florida State Fair and other southern fairs, because with years of breeding and selection behind Kilgore's Bred-Rite Seeds, they are sure to produce the best that can be grown.

THE KILGORE SEED COMPANY
PLANT CITY, FLORIDA

Exp. Office.....Date.....193.....

AMOUNT ENCLOSED		
Check.....		
Money Order..		
Cash.....		
Stamps.....		
Total.....		

IMPORTANT! Be sure address and shipping instructions are correct. Please write plainly.

On Items Not Marked Postpaid, Be Sure Your Remittance Includes The Necessary Postage.

We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds or bulbs we sell and we will not be responsible for the crop. No reputable seedsman gives any warranty.

We have the fullest confidence in the quality of all the seeds we sell, but we have no control over them after they leave our hands. Satisfactory germination and production are dependent upon many factors other than the quality of the seed. This is why responsible seedsmen cannot give a warranty.

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We would like to send our Flower Planting Guide to several of your friends and neighbors. There is a space on the reverse side of this sheet provided for this purpose.

Tear Off Along Edge Of Book

Make Your Home Surroundings More Beautiful

===== DO IT WITH FLOWERS =====

*The kiss of the sun for pardon
The song of the birds for mirth,
You are nearer God's heart in a garden
Than anywhere else on earth.*

THE KILGORE SEED COMPANY, with general offices and a large mail order department in Plant City, Florida, and with twelve stores serving Florida, and six agencies in the West Indies, has devoted a great deal of time, effort, and expense in developing, improving and testing types and varieties of flowers especially suited to Florida and Southern growing conditions. This Planting Guide, the only publication of its kind ever published, it being adapted especially to Florida and Southern growing conditions, gives knowledge gained as the result of trials and experiments conducted in Florida by The Kilgore Seed Company over a series of years. It contains a complete list of Flowers adapted to Florida and the South, and gives detailed cultural directions for winter and summer growing of flowers in Florida and the South.

Make your home surroundings more beautiful. Do it with Kilgore's Bred-Rite Flower Seeds. Nowhere on the face of the earth can flowers be grown in such profusion as in Florida and the West Indies at a time of the year when most of the country is covered with ice and snow. Different kinds of flowers can be grown in Florida every month of the year, certain kinds being adapted for winter blooming, others do best in spring and summer.

One of the most important things to consider with reference to growing Flowers in Florida and the South is *the proper time for planting flower seeds of different kinds*. Some flowers are tender, and are killed by light frosts, while others are hardy and will grow and bloom through the coldest winters in Florida. In Florida, the tender kinds must be planted during early fall so as to bloom before danger of winter frosts, or in the spring after danger of frost is past. Hardy kinds may be planted in Florida at any time from September to March. All the different kinds of flowers listed in this book are labeled indicating whether they are hardy or tender, the proper time for planting the seeds, and also indicating the approximate time from seed sowing to first blossoms under Florida growing conditions.

To make certain that all flower seeds sent out by us will give entire satisfaction, we maintain an up-to-date seed testing laboratory where samples of all our flower seeds are tested for germination at frequent intervals.

We are confident there are no flower seeds of better quality obtainable anywhere than those we offer in this book. Cost has been a secondary consideration in making our selections; high quality and adaptability to southern growing conditions have been our first and major considerations.



GIANT MIXTURE SNAPDRAGONS
(SEE PAGE 17)



GUINEA GOLD MARIGOLDS
(SEE PAGE 14)

Kilgore's Flower Planting Guide

THE KILGORE SEED COMPANY

GENERAL OFFICES & MAIL ORDER DEPARTMENT

PLANT CITY, FLORIDA



EXCELLENT MIXTURE CALENDULAS
(SEE PAGE 10)



ENGLEMANS

GIANT MIXTURE PANSIES
(SEE PAGE 12)